

SEO & PPC Expense Tracker

COMPANY / PROJECT NAME

REPORTING PERIOD (MONTH/YEAR)

PREPARED BY

APPROVED BY

TOTAL SEO BUDGET

TOTAL SEO ACTUAL

TOTAL PPC BUDGET

TOTAL PPC ACTUAL

Search Engine Optimization (SEO) Expenses

Expense Category / Tool	Description / Vendor	Budgeted Cost (\$)	Actual Cost (\$)	Variance (\$)
SEO Tools & Software (e.g., Semru:				
Content Creation & Copywriting				
Link Building & Outreach				
Technical SEO & Web Developer				
SEO Agency / Consultant Fees				
Total SEO Expenses				

Pay Per Click (PPC) Expenses

Ad Platform / Channel	Campaign Target / Notes	Budgeted Spend (\$)	Actual Spend (\$)	Variance (\$)
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Ad Platform / Channel	Campaign Target / Notes	Budgeted Spend (\$)	Actual Spend (\$)	Variance (\$)
Google Ads (Search/Display)				
Meta Ads (Facebook/Instagram)				
LinkedIn Ads				
Bing / Microsoft Ads				
Ad Creative & Graphic Design				
PPC Management Agency / Tool F				
Total PPC Expenses				

Overall Marketing Summary

Category Summary	Total Budgeted (\$)	Total Actual (\$)	Overall Variance (\$)
Total SEO Program			
Total PPC Program			
COMBINED DIGITAL MARKETING TOTALS			